

ABSTRACT

Dony Listyo Prakoso, Marketing Analysis of Durian in Purworejo Regency. Supervised by **Vandrias Dewantoro** and **Dwi Aulia Puspitaningrum**.

The purpose of this research are: (1) to analyze marketing margin that happens on the marketing short model and marketing long model; (2) to analyze marketing profit wheather accepted by seller on marketing short model and marketing long model; (3) to analyze marketing efficiency on marketing short model and marketing long model. The method of the research is descriptif analysis, secondary and primary data used by survey method. To take location of the research had done by purposive sampling method and to take farmer dan merchant sample used by snowball sampling. The resource of data from concerning institution, literatur, farmer and merchant sample. To analyze marketing margin, marketing advantage, and marketing efficiency used uji t.

The result of the research showed that margin of the marketing are significant between marketing short model and marketing long model, the profit of the marketing are significant between marketing short model and marketing long model, and the end of the reserch showed efficiency had no different between marketing short model and marketing long model.

Keyword: Marketing, Margin, Profit, Efficiency.